

=<u>|G.</u> 2

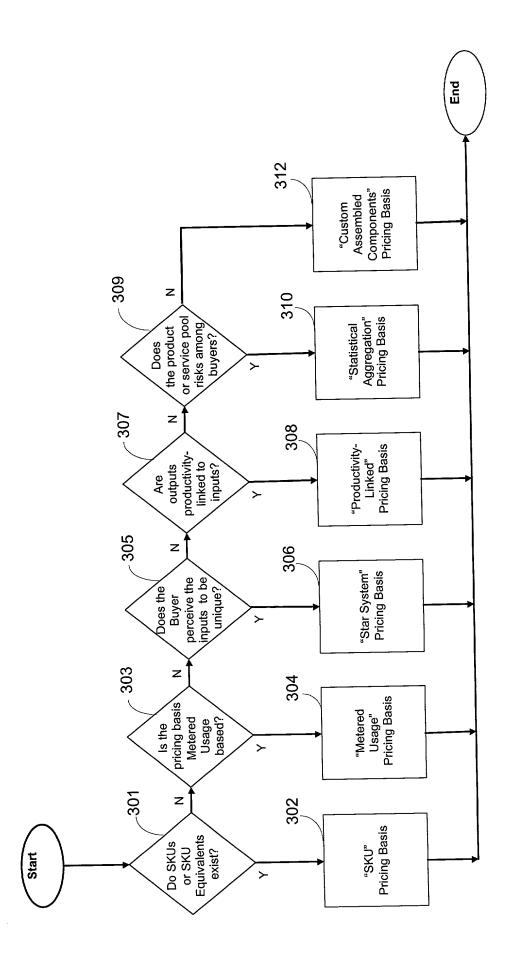


FIG. 3

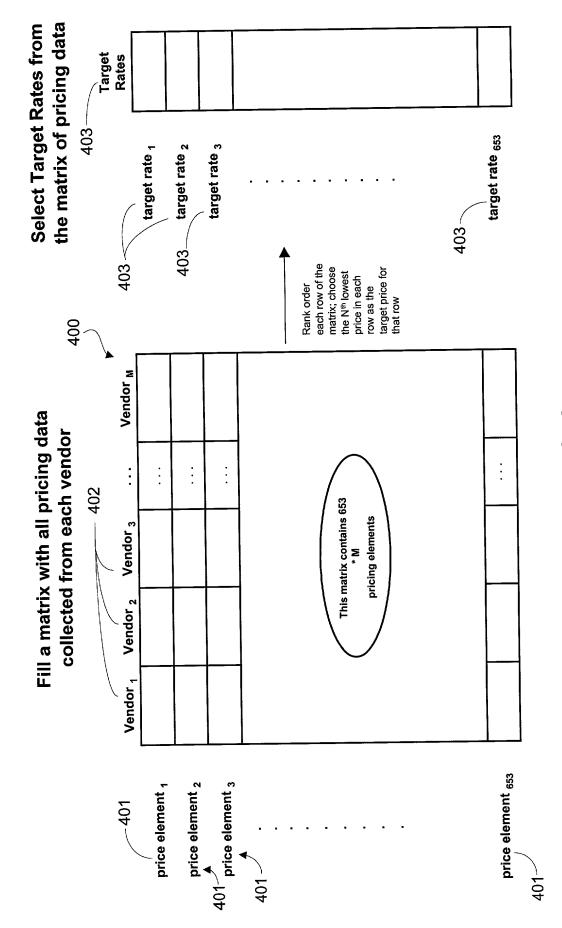


FIG. 4

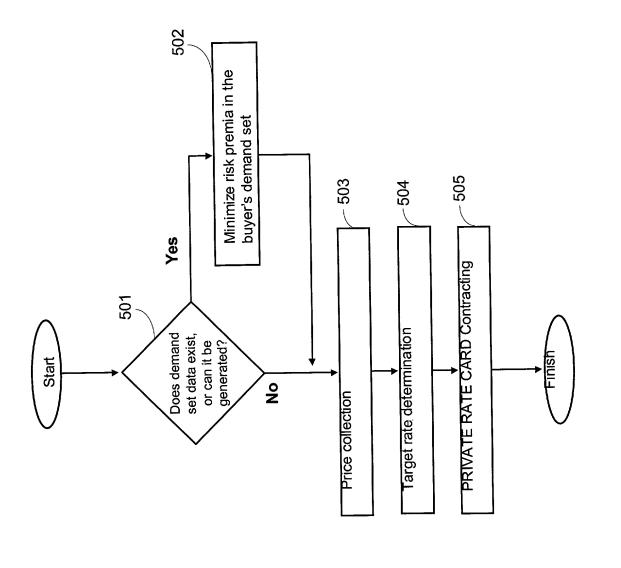


FIG. 5

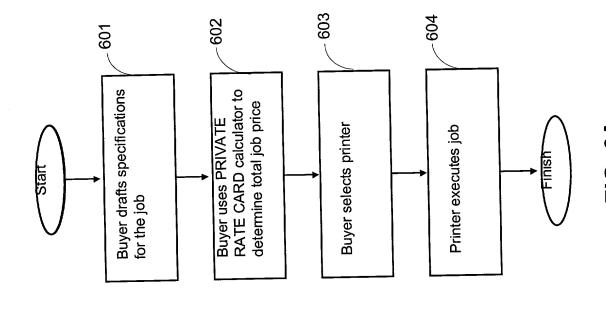


FIG. 6A

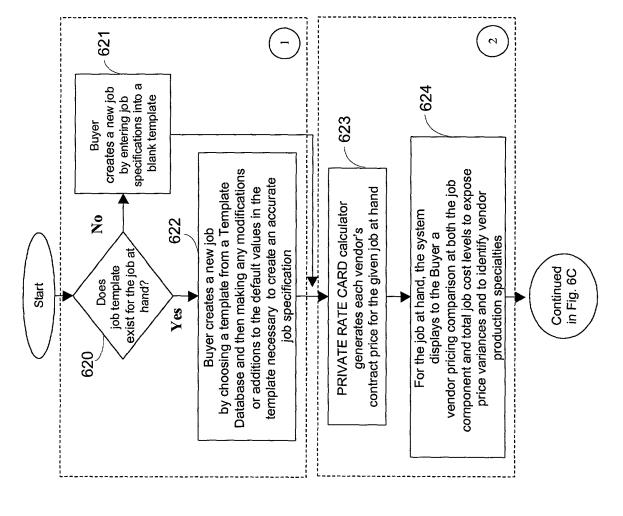
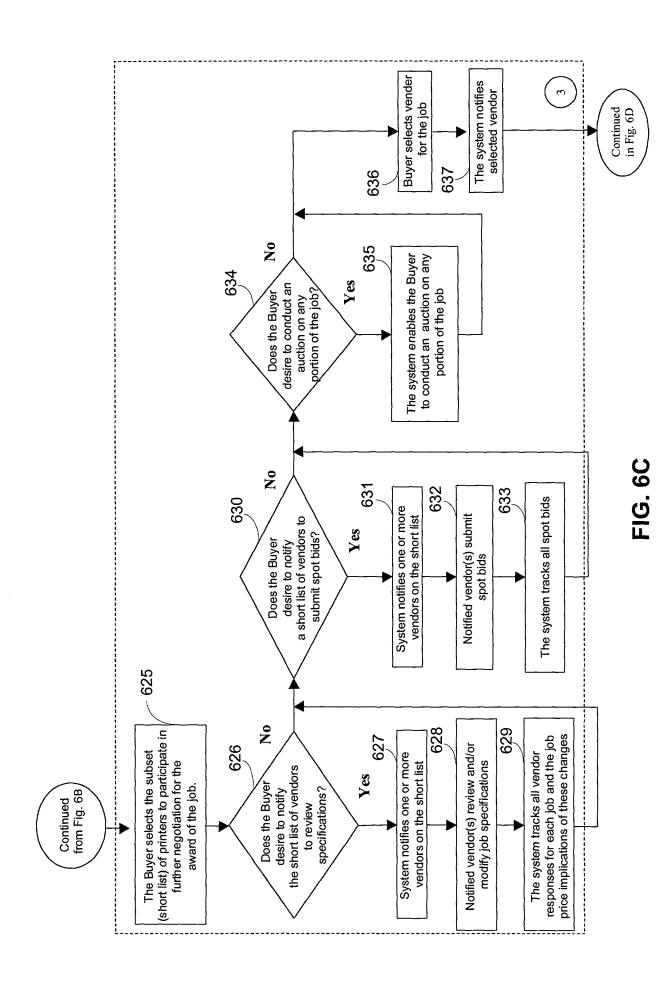


FIG. 6B



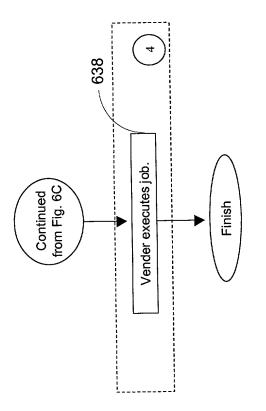


FIG. 6D

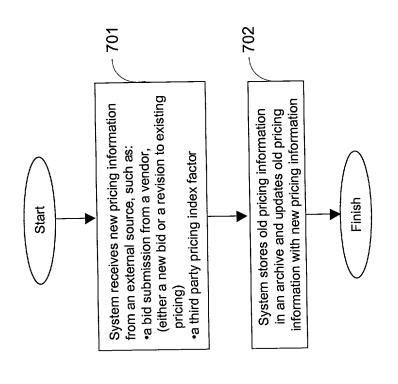


FIG. 7

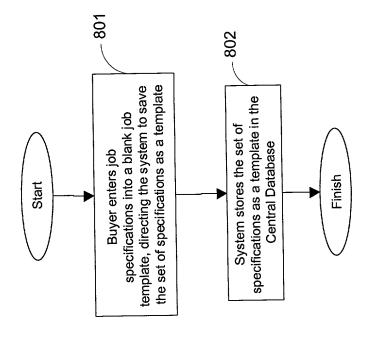


FIG. 8

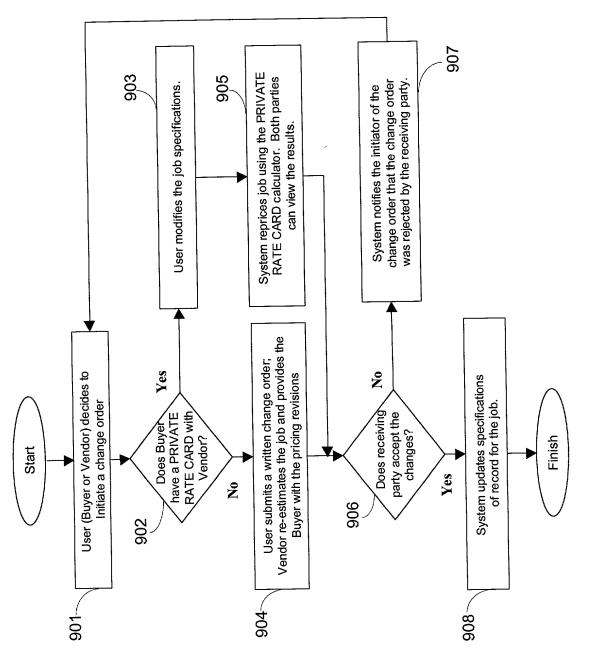
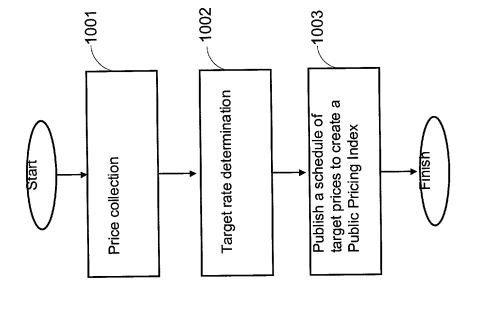
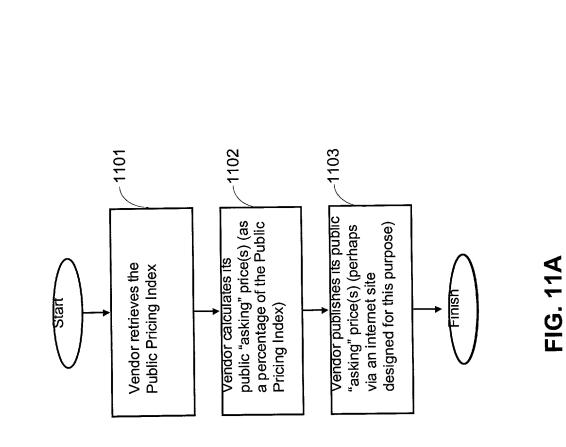


FIG. 9



-1G. 10



Buyer drafts specifications for a job

Buyer uses a PUBLIC
RATE CARD calculator to determine the best "public price" for the job

Buyer selects printer (in part by evaluating whether buyer's PRIVATE RATE CARD prices, if any, are superior to the best public price)

Printer executes job

FIG. 11B

80 ,	1207	Total Estimates		\$120.00	\$900.00		ı	\$369.60	\$756.00	\$1,125.60	\$51.74	\$60.00	\$369.60	\$429.60	\$2,506.94	\$3,823.94 22.76
1208 mine Print,	Cost 12	Basic Parameters		1 .	e colors		16,800	I	6 colors		2,587 lbs.	2 folds	168K broch.	•	•	Total Cost
1205 120 120 Talculations to Determine Print,	and Finishing Cost	6 Ratecard Figures		\$120.00	\$130.00	(3)0045 000	1000 Slieets)	\$22.00	\$7.50		\$0.02	00 098	\$2.20		st	
Calculatio	and	1206	Printing	Setup Base	Addl. per color Total setup		Number of sheets – Number of sheets	Base	Addl. per color	Total run	Cutting	Folding	Run		Print and Finishing Cost	
						_	<u> </u>						•			ì
1201 r Cost)4	Total Estimates		100 lbs.	240 lbs. 340 lbs.			2,352 lbs.	235 lbs.	2,587 lbs.	2,927 lbs.				\$1,317	
nine Paper	1204	Basic Parameters		1	6 colors -		16.800	0.14 lbs.	0.14 lbs.			\$0.45/lbs.				
to Determ	to Determin	Ratecard Figures	ANALANA (ANALANA ANALANA	100 lbs.	40 lbs.		1	ı	10%		ts					
Calculations to Determine Paper Cost	1202		Paper Requirement	Setup Base	Addl. per color Total setup		Run Number of sheets	Sheet weight	Waste	Total run	Total paper requirements	Paper Price			Total Paper Cost	
							1									-
1200 lons	2	Sheet fed	10 10	90,	70 lbs. 0.14 lbs	\$0.45/lbs.										
Specifications		Type of press	Number of "ups" 10 Number of sheets 16 800	Number of colors	Paper weight	Paper price										

FIG. 12

ig. 13A

Melp Logouv		317	. Internet
Home Administration 1302 1303		1316 length	Coating/varnish AQ VAR Coating/varnish AQ VAR
instanty	Finish Finish	315 © Custom width	Metallics Metallics
Explorer CEFPORT Print Job Monitoring	Weight 6 ade 6 1308	Standard Finished piece pages Standard File 1319	PMS
Interne A Cart Ming	Finshed Pleces: [30] Main	1319 1319 Press she	X 4 color process X Bleed X 4 color process X Bleed

Fig. 13B

Soft Internet Explorer Color Color Color Explorer Explo	1328 1329 -1330	Type Weight Grade Finish Finish Finish 533	Standard	PMS AQ Netallics Coating/varnish AQ VAR Netallics Coating/varnish Coat	leed VAR.
Internation In		1 1	cept defaults piece size: :	Front: X 4 color process X Bleed] 🗷

Fig. 13C

		Interinet A.
		A A A A
		length length length length
Ē		So S
À	Finish	width width width
*History	Fini	© Custom © Custom
	Grade	Metallics
* Favorites	, , , ,	d
Searth	Weight	Finished Landard Landard Sta
The Explorer Searth 1336		heet s
rosoft Internal 335 Number	r () lds. [238] 7	e: Press si Ups Oups Oups ed
borg - Microsoft Intern BACK (2) [2] Plates - 1335 Type. Number	ng and per folding: [d piece siza e: wype: X 4 or X Ble
Zeborg - Microsoft Internet Explorer Leack	Scoring a Inline fold Number of Paper O Standa O Other	Finished pie Finished pie Flat size: Press type: Run type Ink Front: X X

Fig. 13D

X D		J					
							/ Sinternet
	sh AQ						
	Coating/varnish						
	1 (1) (1) (1) (1) (1) (1) (1) (1) (1) (1						
* Favorites	Metallics						
14	A Company of the Comp	35					
登 Zeborg - Microsoft Internet Explorer 〈や Back 、 ディーン・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・ ・	lor process PMS [tion: [2]				
Ž Zeborg - Microsof ← Back	Back: X 4 color process X Bleed X Bleed	Type. See Number Inline Finishing and Folding	Scoring and perforation Inline folding.				
₹.Ze	s remains because a manifes more	iiii maayaa waxiii xayaa	essantin valdant ev mans sue s'oue au	viiniiii saasimuu araama muunin saasi v. s	untere sandağı. Attarinin sattıyığılı sunusi Anasaya	commence of more sentings. Supplied con-	